



City of Rockville

## MEMORANDUM

July 17, 2008

TO: Scott Ullery, City Manager *SU*  
FROM: Jennifer Kimball, Assistant to the City Manager *JK*  
VIA: Catherine Tuck Parrish, Deputy City Manager *CTP*  
SUBJECT: Quarterly Report on the Mayor and Council Vision 2008 - 2010

This memo summarizes the status of projects, programs and initiatives that support the Mayor and Council's vision for 2008 – 2010. It describes work completed through the end of FY 2008 in the following vision categories:

- Distinct Neighborhoods, One City
- A Cultural Destination
- Green City
- Quality Built Environment
- Exceptional City Services
- Economic Development and Sustainability
- Community Engagement

A table summarizing the Mayor and Council's vision priorities and the associated City projects is attached at page 17. Please let me know if you have any questions or suggestions about this memo or the attached summary table and project tracking sheets. We will provide a response from the appropriate department. Staff will complete the next quarterly update, reflecting work completed through the first quarter of FY 2009, in October 2008.

### **Distinct Neighborhoods, One City**

#### **Pedestrian Safety**

Infrastructure Improvements. City infrastructure projects that improve pedestrian safety include sidewalk installations, median construction, roadway improvements, and countdown signal installations. Improvements that were recently completed or are currently underway are summarized below.

- A median was installed on Great Falls Road to slow traffic and provide a refuge for pedestrians crossing at Monument Street in the vicinity of Julius West Middle School.
- A sidewalk on Ridgeway Ave between Lemay Road and Rockland Avenue, adjacent to Twinbrook Elementary School, was constructed in June 2008.
- Phase III of the Beall Avenue sidewalk is complete (a project tracking sheet is attached at page 29).
- Phase II of the Beall Avenue sidewalk is under design and is planned for constructed by the end of the calendar year (a project tracking sheet is attached at page 29).
- During FY 2009, additional sidewalks will be constructed on Falls Road, Veirs Mill Road, Welsh Drive, Mannakee Street and Taft Street.
- A state Pedestrian Safety Grant will fund installation of countdown pedestrian signals at every City-owned signalized intersection by February 2009 (a project tracking sheet is attached at page 31).
- Improved lighting and an extended pathway from Darnestown Road to Crofton Hill Lane at the Sister City Friendship Bridge will be installed in FY09.
- Baltimore Road will be reconstructed to improve pedestrian, bicycle and vehicle travel between the City limit and Town Center (a project tracking sheet is attached at page 33).
- The Federal Highway Administration approved a new solar-powered pedestrian crossing sign with strobe lights called "The Enhancer." Staff plans to try it in the next 60-90 days at one or more of the following locations: Maryland Avenue at Vinson Street, Maryland Avenue at South Washington Street, Great Falls Road at Monument Street.

In response to Mayor and Council direction, staff is also working on an intersection inventory project. Staff proposes hiring a consultant to assess pedestrian safety elements at all signalized intersections across Rockville (approximately 180 locations). The consultant would review each intersection, assess safety elements (such as signal timing, pavement markings and street lighting), and provide recommendations for improvements. Staff anticipates hiring the consultant in the fall to complete the assessments through the winter and compile a final report with recommended pedestrian improvements in the spring.

The results of the assessment, along with the Traffic and Transportation Commission's work, will guide future intersection improvements. Minor recommended improvements will be implemented right away. Major recommended improvements with higher costs will be

programmed into the CIP. Staff will also continue to request improvements to state and county roads from the State Highway Administration and the County Department of Transportation.

Photo Radar. The Police Department supports pedestrian and traffic safety through directed patrol, speed indicator signs, photo radar, and the Safe Routes to School program. A summary of the Police Department's pedestrian and traffic safety programs is attached beginning at page 21.

A project tracking sheet for the photo radar program is attached at page 36. The program continues to slow traffic and improve driver and pedestrian safety. Data attached at page 38 shows a reduced average speed of 4.35 mph at the Baltimore Road and 3.37 mph at the Wootton Parkway camera locations between August 2007 and April 2008. Another fixed camera site was installed this spring on West Montgomery Avenue. Another will go on Redland Road this summer. Staff is beginning to work on the required evaluation of the pilot program to be submitted to the state in December 2008.

Between June 2007 and April 2008, the City collected approximately \$2.9 million in photo radar citation revenue. The legislation requires that the revenue support pedestrian safety efforts and that it not supplant current spending. Staff plans to begin by using the revenue for:

- 3 CIP projects including Pedestrian Bikeway System Improvements, Street Lighting Improvement, Pedestrian Safety (sidewalk construction),
- 2.0 FTE additional officers assigned to the Traffic Unit,
- 0.5 FTE Civil Engineer II in the Department of Public Works to complete sidewalk designs and other pedestrian safety projects,
- New pedestrian signals and solar-powered crossing signs with strobe lights,
- Other improvements identified through the intersection assessment, and
- Pedestrian safety education in public and private schools through the Recreation and Parks Department.

Development Review Committee. The City's Development Review Committee is another means of ensuring safety by allowing staff from all relevant departments to review every new development in detail and define requirements that ensure that development meets the needs of residents. Sidewalks, bus shelters, bike racks, vehicle ingress/egress and other pedestrian measures are part of the Committee's review of each development application.

Town Center Loop Shuttle. The shuttle will provide frequent and convenient access to Town Center. Branding will make the shuttle identifiable and unique to Rockville. The shuttles were purchased and a design selected. Montgomery County will begin operating the shuttle on Ride On Route #45 in early September. A project tracking sheet is attached at page 39.

### **Neighborhood Event Programming**

Staff is promoting neighborhood events to enhance sense of community and improve quality of life in neighborhoods. Each fiscal year, the Neighborhood Matching Grant Program provides up to ten \$1,000 grants to neighborhood associations that can be used to support events. During FY 2008, four of ten applicants used the grant to fund a neighborhood event. Neighborhood Resources and Special Events staff also held a workshop on April 29, 2008 to offer tips to residents for planning and holding a successful neighborhood event. Eight associations were represented.

Since there is high demand for Special Events staff support, supplies and amusements, they are not always available for the dates requested. To better meet neighborhoods' needs, the Recreation and Parks Department budgeted \$15,000 in FY09 for neighborhood associations to rent supplies and equipment from private providers when the City equipment is not available. Neighborhoods may use the funds to rent items such as tables, chairs, moonbounce, and popcorn machine. Neighborhoods may also use the funds to secure entertainment that is not available through the City, such as magicians, clowns, bands or a puppet show. Additional proposed uses of these funds will be considered on a case-by-case basis.

### **MCPS School Boundaries**

Rockville children currently attend schools in five different MCPS high school clusters, including Richard Montgomery, Rockville, Wootton, Gaithersburg, and Walter Johnson. A mixture of Rockville and non-Rockville residents attends all of these schools.

Staff recommends that the Mayor and Council schedule a worksession with MCPS officials to discuss this vision priority further, and to learn how MCPS establishes and changes school boundaries. With that background information, the City can assess the feasibility of all Rockville students attending schools within the City limits, and develop an appropriate strategy.

## **A Cultural Destination**

### **Cultural and Entertainment Plan**

A memo to the Mayor and Council dated July 8, 2008 provided an update on this project. The Department of Recreation and Parks allocated \$30,000 in the CIP to develop a Cultural and Entertainment Plan. To initiate the development of the plan, staff recommends issuing an RFP to obtain the services of a consultant to:

- Inventory existing cultural and entertainment resources in Rockville and the region,
- Identify and research plans developed by other communities, including the effectiveness of the plans,

- Analyze the costs/benefits of Rockville becoming part of the Montgomery County Heritage Area and Rockville's role in the strategic planning process for the Montgomery County Arts and Humanities Council (including the option of developing an Arts and Entertainment District).

If the consultant performs successfully, staff anticipates using the firm to then incorporate the background information into a Cultural and Entertainment Plan for the City.

### **Soccer Team**

The Mayor and Council want to encourage the development of the new soccer team that plans to play games at the Richard Montgomery High School athletic field. The team is a private entity that came to an agreement with MCPS to use the field. Construction of the soccer/football field is progressing. Staff met with the contractor on June 19 and learned that the projected completion date for the field is August 15. The tennis courts, softball field and baseball field will be completed at the end of October.

The Richard Montgomery football team plans to begin playing football games on the field in September. The 'home' side of the stadium bleachers will accommodate 1900 people. The 'away' side will accommodate 900 people. The stadium will be lit and have a concession stand. A visual of the general layout of the fields is attached at page 41.

The Department of Recreation and Parks is working with the soccer team to provide groups of ball-boys/girls for games, and is also exploring providing a practice field for the team. The team has offered to try to set up some clinics for players and coaches in the Rockville soccer league.

### **Science Center**

Jennifer Kaye, Robert Eckman and Dr. Edward Eisenstein volunteered to lead the effort to form the initial Board of Directors for the non-profit Science Center and to begin recruiting additional Board members. The City Attorney's Office is working with the three Board members to file the legal documents to obtain not-for-profit corporation status. Fundraising efforts will also begin this summer. Staff appreciates the volunteers' efforts and looks forward to having a full board of directors by the end of this calendar year to continue the effort to establish a Science Center.

## Green City

### **Environmental Education**

The Mayor and Council adopted the Strategy for a Sustainable Rockville in October 2007. The strategy contains 65 action items aimed at making Rockville more sustainable and environmentally sensitive. The following education and outreach work was completed or initiated since the strategy was adopted last October:

#### Completed

- Developed a presentation on the Strategy for new employees and external organizations
- Established a Sustainability listserve
- Included "green" tips and messages in issues of Rockville Reports
- Broadcast interviews and stories on green topics on Cable Channel 11
- Prepared and began distributing handouts on proper disposal of fats, oil and grease and pet waste
- Partnered with the Nature Center to sponsor an environmental fair on April 26
- Sponsored a booth at the Rockville Science Day on April 27
- Shared information at the City of Rockville booth at Hometown Holidays and distributed 5,000 reusable shopping bags
- Participated in the Trash Free Potomac Watershed Summit on June 17

#### Work in progress

- Creating a new series of Environment and Sustainability web pages
- Incorporating sustainability questions into the next citizen survey
- Teaching a two hour sustainability course for employees
- Drafting an Employee Energy Pledge

Environment education was provided at Hometown Holidays this year at the Going Green Expo on East Montgomery Avenue. Organizations and vendors were available all weekend with educational materials and information about environmentally friendly products and services.

Work is underway to create a permanent environment exhibit in the lower level of the Croydon Creek Nature Center. The exhibit will focus on Croydon Creek, the Rock Creek watershed, and the Chesapeake Bay). Half the exhibit will target youth and teens. The other half will focus on how residents can change their behavior to have a positive impact on the environment. The new space in the Nature Center will also include a classroom where staff plans to hold a sustainability series for the public. A project tracking sheet for this project will be included in the next quarterly report.

### **Eradicating Invasive Species**

The City is now programming invasive species control into every stream restoration project. Beginning in FY09, each stream restoration CIP project is accompanied by an operating budget investment to manage exotic and invasive plants in the stream valley. For example, the City will design and construct Cabin John stream improvements from FY10 to FY12. The Department of Recreation and Parks' operating budget for FY09 includes \$12,915 to manage exotic and invasive species plants in the area of the restoration project. This will produce a better final product and reduce invasive species throughout the City. In addition, funds collected for pay-in-lieu under the Forest and Tree Preservation Ordinance will be used for eradication of invasive species in existing forest areas within the City's park system.

### **Refuse and Recycling Implementation**

The Mayor and Council introduced an ordinance in May that will require multi-family and commercial establishments to recycle 50% of their waste stream by making them subject to Montgomery County's existing commercial recycling program. Staff will focus on public notice and engagement activities next and anticipates bringing the ordinance back to the Mayor and Council for adoption on August 4, 2008. The ordinance will be effective immediately upon adoption and the County will begin integrating City businesses and multi-family dwellings into their outreach and inspection activities.

Refuse and recycling information and carts were on display at the City booth during Hometown Holidays. The booth was an effective outreach and information-sharing venue. The carts generated a lot of interest and many residents talked with staff and asked questions about the new refuse and recycling program. On June 14, Rockville also co-sponsored an electronics recycling event in the City Hall parking lot from 9 am – 2 pm. The materials collected were transported to a recycling facility in New York where virtually all of the components, including plastic casings, will be recycled.

A project tracking sheet for the entire refuse and recycling implementation project is attached at page 42.

### **Sustainability Incentive Program for Homeowners**

Several initiatives are underway to encourage homeowners to adopt practices that protect the environment or reduce the negative impact of behavior on our environment. A new Environment section of the City website contains sustainability information and tips residents can use to positively impact water quality, climate change, waste management, recycling, and energy efficiency. A modest budget was included in the FY 09 operating budget to teach and encourage good residential stormwater management (SWM) practices. Staff expects to use the funds to sponsor workshops, install rain barrels on residential properties, build rain gardens, and support

other effective SWM techniques. Rockville is also partnering with the City of Gaithersburg to provide energy audits and low cost upgrades for residences in the two cities.

### **Federal and State Funding Opportunities**

Staff has begun researching federal and state funding opportunities that will support our sustainability initiatives. The City recently applied for a \$250,000 federal grant from the Environmental Protection Agency's air pollution program. The grant would pay to retrofit 24 of the City's 100 diesel vehicles with an air pollution control device that reduces the pollution produced by the vehicles. The EPA expects to announce the grant recipients this summer.

### **Stormwater Management Utility**

Proper cleaning and disposal of stormwater is an important part of Rockville's efforts to care for the environment. The new Stormwater Management Utility, established by the Mayor and Council in April 2008, supports that effort. The Mayor and Council delayed the implementation of the SWM utility fee until FY10 because an adequate fund balance currently exists to cover the anticipated FY09 expenditures. The fees collected beginning in FY10 will fund stormwater management, storm drainage and water quality programs.

Staff will continue developing the utility this summer, including hiring staff, constructing the billing system, and continuing outreach and information sharing with the community. A project tracking sheet is attached at page 44.

## **Quality Built Environment**

### **Zoning Ordinance Review and Revision**

A Planning Commission draft Zoning Ordinance was transmitted to the Mayor and Council on May 21. The Mayor and Council held two public hearings on the draft Ordinance on June 16 and June 30, and worksessions are underway. At the end of the worksessions, the Mayor and Council will adopt a final Zoning Ordinance and City-wide comprehensive zoning map. A project tracking sheet is attached at page 46.

The Environmental Management Division, in concert with Community Planning and Development Services and other interested City Departments and Divisions, is drafting a new green building code that will complement and supplement the comprehensive zoning revisions currently underway. It is expected that the green building code will involve three steps.

1. Staff will update the existing building codes with the latest versions of international recommendations for both residential and commercial structures. The latest version of the building codes is substantially "greener" than earlier versions.



2. Using other ordinances as examples, the City will adopt some additional green feature requirements.
3. Staff will create a point-based system that will be used as the basis of incentives for voluntary, further greening of buildings and their immediate surroundings (parking, landscaping, etc.). The Environment Commission recently provided its recommendations on this third piece and remains closely involved in this project. Staff anticipates seeking informal public comment on the point-based system this fall.

### **Rockville Pike Corridor Plan**

Rockville's Pike: Envision A Great Place Community Charrette concluded on June 3 with an estimated 450 individuals participating in some portion of the 5-day series of meetings, workshops and design studios. The City's consultants and Rockville residents worked together to further develop a vision for the Pike over the next 20 years. Material developed during the charrette is available on the City's web site. Over the next two months, staff will continue communication and outreach about the Plan while the consultants develop a draft plan. The draft plan will be presented at a community meeting in the fall before going to the Planning Commission and Mayor and Council. A project tracking sheet is attached at page 48.

### **College Gardens Park and Pond**

Final engineering and architectural plans are complete for the park and pond. Between July and October, staff will advertise, review, and select a contractor. Construction of the park and pond is expected to begin in November and conclude at the end of next summer. A project tracking sheet is attached at page 51.

### **Mattie J.T. Stepanek Park**

Phase I construction of Stepanek Park is complete. Phase II construction will be completed by the end of this calendar year. Phase II construction includes the "Peace Garden" where the Mattie sculpture will be installed, the Bankshot court, lighting for the football fields, basketball/tennis courts, parking lots and pathways, plus construction of the snack bar/restroom/storage building. Phase III, scheduled for FY 10, includes construction of additional parking, scoreboards, bleachers, backstop, and landscaping. Installation of the Mattie sculpture is scheduled for early October, just before the dedication ceremony planned for October 18. A project tracking sheet is attached at page 53.

### **Thomas Farm Community Center**

Construction is well underway. The project is on schedule and should be substantially complete by the middle of December. A dedication event is planned for the middle of January. A project tracking sheet is attached at page 55.

### **Street Lighting Improvements**

Staff began a street lighting survey during FY 2008 by measuring the light emitted by all City owned lights east of Rockville Pike. Staff repaired City-owned lights and contacted Pepco to repair lights that they own and maintain. Staff is expanding on that work in FY09 by allocating \$100,000 of speed camera revenue to insert new additional streetlights where needed on the east side of Rockville.

Pepco is supplementing the City's street lighting efforts by replacing the bulbs in all of the Pepco-owned lights in Rockville. This work is expected to be complete by the end of FY09. Ensuring high quality service from Pepco is critical to improving the City's street lighting. Staff will continue to coordinate with Pepco representatives to seek high quality and timely service. The Department of Public Works has developed a good working relationship with Pepco and plans to communicate regularly with Pepco representatives to maintain that relationship.

## **Exceptional City Services**

### **Analysis of Governance Issues**

The Mayor and Council requested an analysis of governance issues that includes the City Council size, term length, term concurrence, and at-large representation. In 2002, the Mayor and Council created a Charter Review Commission to examine these and other issues related to the City Charter. Staff recommends that the Mayor and Council consider whether to create another commission or to take a different approach to completing the new analysis. Staff will schedule a worksession for the Mayor and Council to review the work completed by the 2002 Charter Review Commission, review the process required to change the Charter, and select an approach for this analysis.

### **Interaction with Boards and Commissions**

The Mayor and Council have expressed interest in more interaction with City Boards and Commissions. Staff will initiate annual meetings with the Environment Commission, Traffic and Transportation Commission, Rockville Sister City Inc, Recreation and Parks Foundation, Human Rights Commission, and the Board of Supervisors of Elections. Mayor and Council meetings with additional boards and commissions will be organized as needed.

The Mayor and Council also requested examination of the:

- Authority of boards and commissions,
- Process for filling vacancies, and
- Qualifications of members.

Staff will begin by updating the analysis of boards and commissions completed by the Clerk's Office during 2006. Staff will then seek additional direction from the Mayor and Council on next steps. A project tracking sheet is attached at page 57.

### **Property Tax Deferral Program for Seniors**

The week of April 14, the Mayor and Council received a memo that provided information about this type of program. Staff seeks direction from the Mayor and Council on how they would like to proceed.

A copy of the memo is attached at page 58 of this report. It includes:

- State of Maryland enabling legislation Section 10-204.2 Deferral of municipal corporation property tax – Elderly or disabled homeowners,
- Montgomery County enabling legislation Section 52-18F,
- Application for Montgomery County's program, and
- Description of a deferral program authorized for use in Charles County, MD.

The memo also explains that any program implemented in Rockville would require that Montgomery County participate in the administration. Staff has already contacted the County to ask if they would be willing to participate in setting up a program for the City, and is awaiting a response.

### **Acquisition of the Old Post Office**

The City is negotiating acquisition of the Old Post Office building with the federal General Services Administration (GSA). In early June the City received a response from the Maryland Historic Trust (MHT) to its proposal for renovations and improvements to the existing Post Office building, based on the due-diligence study for adaptive reuse of the Post Office for the City's Police Headquarters. MHT approved the construction of the annex building, but denied

key elements of the City's proposal to renovate the Post Office. This denial severely curtails the feasibility of creating sufficient square footage to house all of the necessary Police Department functions and significantly increases the cost per square foot of usable, renovated space.

In addition, staff learned that if the City applies to GSA to change the use of the Post Office to another function, it would be required to pay full market value for the property, estimated at a minimum of \$1.5 million. Staff is analyzing the City's options including a possible appeal of the MHT decision. Staff expects to complete all negotiations with GSA and MHT by October 2008. A project tracking sheet is attached at page 69.

### **Water Main Rehabilitation**

A project tracking sheet for the water line rehabilitation program is attached at page 72. The work will begin in Twinbrook on Crawford Street, Rockland Street, Thorndon Street, and Broadwood Drive, and in Potomac Woods on Kersey Lane and Orchard Way South. A 16 inch steel water main will also be replaced along Rockville Pike and Park Road.

Residents received a mailing in April explaining the project and providing City contact information for residents who have questions. City crews are marking the water lines and other utilities this summer. The City's consultant will then conduct a field survey to gather information about the water line and complete a design by the end of the calendar year. Construction will follow. Fire hydrants will be replaced in conjunction with the pipe replacement. Staff presented information about the Program to the East Rockville Civic Association and Lincoln Park Civic Association in June, and will present to the Twinbrook Civic Association in July.

Another separate water line replacement program is also underway on Lewis Avenue between Broadwood Avenue and Halpine Road. Construction started in June. Water service is provided during construction through above ground piping. Impacts during construction include temporary lane closures, on-street parking restrictions and noise.

### **Residential Water Meter Replacement Programs**

Rockville completed a commercial water meter replacement program last year and is now replacing residential meters. Replacing old meters ensures that water flows are accurately measured and billed to customers. Phase I of the residential meter replacement will begin in July and conclude in November. Residents receive a notice in the mail prior to the meter replacement and are informed that water is interrupted for 5 to 30 minutes while the work is performed. Homes in the following neighborhoods will receive new meters during Phase I of the project:

- Carter Hill
- Fallsbend
- Fallsmead
- Fallswood
- Glenora Hills
- Great Pine
- Griffith Oaks
- Hungerford
- Jefferson Square
- Markwood
- New Mark Commons
- Orchard Ridge
- Potomac Woods
- Regents Square
- Rockshire
- Rose Hill
- Saddlebrook
- Twinbrook
- West End
- Woodley Gardens
- Woodley Gardens West

A project tracking sheet is attached at page 74.

### **Economic Development and Sustainability**

#### **City Branding Campaign**

The City branding campaign will dovetail with our efforts to bring visitors to our new Town Square and with the work requested by the Mayor and Council on a Cultural and Entertainment Plan. Staff will kick off this project in the fall after vacancies are filled in the Communications office. In preparation for this project, we are researching branding campaigns from other jurisdictions. We expect to employ a cross-departmental project team and to utilize consultant assistance to carry out this project. A worksession with the Mayor and Council will be scheduled during the fall. A project tracking sheet will be developed and included in the next quarterly report.

#### **Relationship with the Business Community**

Rockville is increasing interaction with the local business community. The Mayor is a member of the Rockville Chamber of Commerce and City Manager's Office staff is participating in Hispanic Chamber of Commerce activities. Staff conducted, and will continue, extensive outreach to businesses on Rockville Pike during the Rockville's Pike Corridor Plan work. Small and large business and property owners along the Pike have been engaged throughout the process. The one on one interactions associated with the Pike Plan have the potential to spark longer term positive relationships with Rockville's businesses.

During Business Week last May, City staff partnered with Rockville Economic Development, Inc to participate in business visits. The visits provided an opportunity to share information about REDI and the City Government, develop relationships, hear ideas and concerns, and answer questions.

### **Partnerships with Entertainment Venues**

Staff recommends incorporating this work with the development of the City's Cultural and Entertainment Plan. One of the initial steps in developing the plan will be to identify all existing cultural arts and entertainment venues, events and amenities in the City. That information can be used to examine potential partnerships that will increase local entertainment. Another important step will be to research successful cultural plans from other cities and counties.

## **Community Engagement**

### **Improve Citizen Input Systems**

Staff in every City department continually works to increase the amount of public input gathered and the processes used. Staff recognizes that "one size does not fit all" when it comes to communicating and gathering input. Therefore, we try different outreach models and adjust our strategies over time as residents needs and desires change.

Significant communication and outreach was conducted over the last quarter for the Rockville Pike Corridor Plan, Zoning Ordinance Review and Revision, Town Square parking system implementation, the Residential Water Meter Replacement Program, and the Water Line Rehabilitation Program. In the coming quarter, staff will continue Pike Plan and Water Program communication, increase communication on the new refuse and recycling program, and partner with Verizon to inform residents about the FTTP construction in the City rights-of-way.

Staff took advantage of Hometown Holidays to interact with residents. A City table was in place on Middle Lane on Saturday and Sunday. Material on City programs and services was available. It provided residents an opportunity to ask City staff questions and to provide input and comments on any topic they desired. The free reusable grocery bags were very popular and many residents approached staff with questions about the new refuse and recycling program.

The City recently purchased from US Data Corporation, a complete list of addresses within the City corporate limits. It includes single family homes, businesses, and individual addresses for multi family communities. Multi-family residences have posed a problem in the past because the Geographic Information System (GIS) only recognizes one address for an entire multi-family building, making it difficult to identify and contact individual units. The new complete list includes 30,756 addresses and can be organized by zip code, street, businesses and other categories. The City will need to purchase this list periodically to maintain a relatively up to date list.

Given the public's interest in online communication and information sharing, the City is expanding online tools. A new search engine is in place to improve the web site visitor's experience, video on demand is implemented and e-newsletters are under development.

### **Video on Demand**

Video on Demand was activated beginning with the June 30 Mayor and Council meeting. It makes video of Mayor and Council meetings and other selected TRC-11 programs available on the City's Web site for viewing at the convenience of the user. Users can search for and view specific agenda items at any time, avoiding the need to tune in when a meeting is scheduled to air and waiting for the agenda item of interest. Feedback about the new feature has been positive. A project tracking sheet is attached at page 75.

### **E-Newsletters**

E-newsletters will allow the City to share targeted information with the community online. The goal is to foster communication by offering more customized information that meets the specific needs and interests of each resident. E-newsletters will be prepared on different topics and residents will sign up to receive only the newsletter topics that interest them. Staff is researching E-newsletter providers. After experimenting with different options, the City will contract with the provider that offers the service that best meets our needs. Staff plans to begin producing e-newsletters about Recreation events, and then expand to other service and topic areas over time. A project tracking sheet is attached at page 77.

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## Mayor and Council Vision Priorities 2008-2010

| Vision Category                  | Vision Priority   | Projects/Programs/Initiatives  |
|----------------------------------|---|--|
| Distinct Neighborhoods, One City | Ensure in our planning processes that pedestrian needs are met  | <ul style="list-style-type: none"> <li>• Beall Avenue, Falls Road, Veirs Mill Road, and Taft Street sidewalks</li> <li>• Rockville Intermodal Access: Baltimore Road and Roadside Improvements Pedestrian Safety Grant</li> <li>• Pedestrian Bikeway System Improvements</li> <li>• Photo Radar</li> <li>• Town Center Loop Shuttle</li> </ul> |
|                                  | Develop a Master Plan for bike and pedestrian ways that surveys all signs, crossings, and sidewalks, identifies needed enhancements, and prioritizes the needs        | <ul style="list-style-type: none"> <li>• Intersection Inventory and Pedestrian Safety Assessment</li> </ul>  |
|                                  | Educate and provide operational support to neighborhoods for programming holiday events   | <ul style="list-style-type: none"> <li>• Neighborhood Event Programming</li> </ul>   |
|                                  | Undertake an aggressive campaign and lobby the Montgomery County Public Schools to ensure that all Rockville school children are assigned to schools within Rockville | <ul style="list-style-type: none"> <li>• Plans are underway for a worksession on this vision priority</li> </ul>   |

| Vision Category        | Vision Priority  | Projects/Programs/Initiatives   |
|------------------------|--|---|
| A Cultural Destination | Prepare and implement a cultural plan with ambitious goals for cultural amenities, including programs for cultural and entertainment activities throughout Town Center | <ul style="list-style-type: none"> <li>• Cultural and Entertainment Plan</li> </ul>   |
|                        | Support and encourage the development of the new soccer team that will use the Richard Montgomery High School field  | <ul style="list-style-type: none"> <li>• Richard Montgomery High School-Based Soccer Team</li> </ul>  |
|                        | Continue to spearhead bringing a Science Center to the City  | <ul style="list-style-type: none"> <li>• Science Center</li> </ul>  |
|                        | Continue conducting an environmental education campaign, to include recycling, eradicating invasive species, and other activities fostering environmental quality      | <ul style="list-style-type: none"> <li>• Implementation of the Sustainability Strategy</li> <li>• Refuse and Recycling Program Implementation</li> <li>• Croydon Creek Nature Center Environment Exhibit</li> <li>• SWM Utility Implementation</li> </ul> |
| Green City             | Create an incentive program for citizens to adopt practices that reduce the negative environmental impacts of their homes and behaviors                                | <ul style="list-style-type: none"> <li>• Implementation of the Sustainability Strategy</li> </ul>   |
|                        | Identify and tap into federal and state funding programs for improving energy conservation and efficiency  | <ul style="list-style-type: none"> <li>• State and Federal Grant Opportunities</li> </ul>   |

| Vision Category           |  | Vision Priority | Projects/Programs/Initiatives  |
|---------------------------|--|-----------------|--|
| Quality Built Environment | Successfully complete the new Zoning Ordinance approval process  |                 | <ul style="list-style-type: none"> <li>• Zoning Ordinance Review and Revision</li> </ul>   |
|                           | Conduct a street lighting survey to determine its adequacy   |                 | <ul style="list-style-type: none"> <li>• Street Lighting Improvements</li> </ul>   |
|                           | Improve PEPCO's responsiveness and quality of service  |                 | <ul style="list-style-type: none"> <li>• Dialogue and Coordination with Pepco</li> </ul>   |
|                           | Other related projects   |                 | <ul style="list-style-type: none"> <li>• College Gardens Park and Pond</li> <li>• Mattie Stepanek Park</li> <li>• Thomas Farm Community Center</li> <li>• Rockville Pike Corridor Plan Update</li> </ul> |
|                           |  |                 |  |
| Exceptional City Services | Reexamine the Charter with regard to the City Council's size, term length and concurrence, and at large representation                             |                 | <ul style="list-style-type: none"> <li>• Analysis of Governance Issues</li> </ul>  |
|                           | Better define the authority of and coordination among boards and commissions, the process for filling vacancies, and the qualifications of members |                 | <ul style="list-style-type: none"> <li>• Interaction with Boards and Commissions</li> </ul>  |
|                           | Analyze and adopt, if feasible, a property tax deferral program for seniors  |                 | <ul style="list-style-type: none"> <li>• Property Tax Deferral Program for Seniors</li> </ul>  |
|                           | Other related projects   |                 | <ul style="list-style-type: none"> <li>• Acquisition of the Old Post Office</li> <li>• Water Line Replacement Program</li> <li>• Water Meter Replacement Program – Residential</li> </ul>                |

| Vision Category                         |   | Vision Priority | Projects/Programs/Initiatives  |
|---|---|-----------------|--|
| Economic Development and Sustainability | Develop and implement a City branding campaign with a goal of attracting the public to Rockville  |                 | <ul style="list-style-type: none"><li>• City Branding Campaign</li></ul>   |
|   | Encourage the business community to become more involved in civic and community activities, including the City joining the Rockville Chamber of Commerce, Mont Co Chamber of Commerce, and Committee for Mont Co. |                 | <ul style="list-style-type: none"><li>• Actively increasing interaction with businesses through local chambers of commerce, Rockville Economic Development Inc., and outreach for City projects</li></ul>  |
|   | Develop partnerships with local venues to increase local entertainment  |                 | <ul style="list-style-type: none"><li>• Will be pursued in the context of developing the Cultural and Entertainment Plan</li></ul>   |
| Community Engagement                    | Improve the effectiveness and inclusiveness of citizen input systems, with the objective of achieving as broad and unifying a consensus as possible   |                 | <ul style="list-style-type: none"><li>• Improving citizen input systems through formal communication plans, expanded Communications office staffing, cross department coordination on community outreach, electronic/web based tools and exploration of innovative methods</li></ul> |
|   | Increase resources for web-based and other technology-based methods for information dissemination   |                 | <ul style="list-style-type: none"><li>• Video on Demand</li><li>• E-Newsletter</li><li>• Website Improvements</li></ul>  |

# **PEDESTRIAN AND TRAFFIC SAFETY INITIATIVES**

**Rockville City  
Police Department**

**06-02-08**

## **Motor Carrier Safety Assistance Program**

The Motor Carrier Division of the State Highway Administration (SHA) receives federal funding, and, in turn, has made it available through the Motor Carrier Safety Assistance Program (MCSAP) for some county and municipal police departments with motor carrier enforcement capabilities. The funding is available to perform motor carrier inspections and commercial vehicle traffic enforcement on city and county roads not normally patrolled by the Maryland State Police or the Maryland Transportation Authority Police through the use of overtime.

Officers who perform these inspections conduct the inspections and enforcement activities in an overtime capacity. The money from the SHA reimburses the department for the officers' overtime through the federal funding they receive.

The primary focus of this effort is commercial vehicle traffic enforcement and inspections, and some of the goals are:

- Increase the number of commercial vehicle safety inspections;
- To enhance the existing level of commercial motor vehicle traffic enforcement;
- To improve highway safety by removing non-compliant carriers from Maryland roadways.

## **Field Services Bureau Assignments**

The Field Services Bureau receives a multitude of requests from individuals and civic associations for additional patrols and enforcement in areas that may be experiencing an increase in traffic and/or pedestrian safety violations.

Each week, the five patrol teams are provided with a list of areas that have been identified. The patrol team supervisors will then assign their officers to check the locations and take the appropriate enforcement action. At the end of each week, the patrol team Sergeants report the results of their efforts to the Deputy Bureau Commander, who tracks the data and makes adjustments or changes to the assignments.

## **Red Light Camera Program**

On November 1, 2002, Rockville began operating red light cameras as one of the Mayor and Council's initiatives to protect pedestrians. The goal of the Red Light Camera program is to reduce the number of intersection-related crashes through the issuance of digitally generated citations.

The red light camera system consists of a camera and detection loops. When the loops detect a violation, the camera takes a photograph of the vehicle just before it crosses the stop bar while the traffic light is red. A short time later, a second photograph is taken, showing the vehicle in the intersection and the signal heads displaying the red light. Both photographs show the violating vehicle and the stop bar. They have sufficient resolution to allow the operator and the police to zoom in and read the license plate. The police confirm the event is a violation, reviews and signs off the citation, and sends a violation notice to the vehicle's owner. The vehicle owner may simply pay the fine or request a trial in District Court to contest the violation. The photo violation carries no points, and a fine of \$75.00. Insurance companies cannot consider the ticket for insurance rates.

The City currently has nine cameras at various intersections. The cameras are averaging between 60 and 140 violations per month (depending on location). On or about June 1, 2008, two additional cameras will become operational.

## **Photo Speed Program**

Rockville's photo speed enforcement program began on May 2, 2007. The goal of this program is to reduce the number of speeding vehicles and speed-related crashes.

State legislation for this law is narrowly crafted and only allows this type of enforcement on residential streets and in school zones where the speed limit is posted 35 miles per hour or less.

In addition, any revenue generated by this program must be used for initiatives that will increase overall pedestrian safety.

Rockville currently deploys two mobile speed enforcement vans to 12 different sites on a rotating basis. In addition, there are six fixed pole cameras located on three different roadways. All cameras are programmed to record images of vehicles traveling 11 or more miles per hour over the posted speed limit. Similar to the red light program, City staff reviews images of violations, and citations are then mailed. The registered owner of the vehicle is responsible for the \$40.00 fine.

The photo speed enforcement program is averaging approximately 8,000 violations per month. Once operating expenses are met, funds have been allocated for two additional police officers (to be assigned to traffic enforcement), a speed awareness trailer, and the expansion of sidewalks. In addition, funds may be spent on traffic calming devices, streetlights, and pedestrian safety initiatives.

### Witness Report in Traffic Enforcement (W.R.I.T.E.)

The Rockville City Police Department has initiated a program in which a citizen can report a vehicle for minor violations of the traffic code.

A citizen may call the Rockville City Police Department or complete an online form, and with information given, such as date and time of occurrence, vehicle description, and briefly what offense took place, a letter is initiated to the owner of the vehicle describing the offense and urging compliance with the traffic code.

A motor vehicle tag listing is obtained. The letter is then sent to the owner with an explanation that the vehicle had been witnessed on a particular date, location and time, committing a particular violation. The letter is written diplomatically in hopes that the driver will either correct his driving habits if he was the operator, or in the event of someone else operating the owner's vehicle, address the situation appropriately. This program has been successful in the sense of comments made by the recipients – particularly parents of young drivers or business owners with employee drivers.



This program also gives the complainant an opportunity to have a complaint addressed without the burdensome application of the judicial process of warrant, District Court summons process and court appearances. Call 240-314-8910 for more information.

### **Officer "Tuttle" Decoy Program**

The Rockville City Police Department has initiated a program in which a mannequin dressed as a Rockville City Police Officer is placed in the driver's position of a marked City police cruiser and placed at identified target locations throughout the City to deter speeding vehicles. The vehicle is equipped with a false radar antenna on the vehicle, which adds to the effectiveness of the unit. The cruiser with Officer Tuttle is parked for a particular time limit at the target location and is moved throughout the shift to different target locations. A manned radar equipped police unit is then placed in the locations vacated by Officer Tuttle for enforcement purposes.

A printed sign also is placed in the vehicle identifying the unit as "unmanned" with instructions to persons who might approach the unit for directions, assistance or emergency situations to contact the Police Department at either 911 or the non-emergency number for assistance or guidance.

### **Directed Patrol**

The Rockville City Police Department has initiated a Direct Patrol system to address the ever-increasing complaints of traffic enforcement in neighborhoods, vandalism, thefts, trespassers, etc. As the complaints are received, a weekly target list is prepared. The Special Operations Bureau, Directed Patrol team then concentrates the majority of its activities to addressing speeding and pedestrian safety issues.

At the end of the week, all sheets are submitted to the Bureau Commander for tabulation, and weekly statistics are made from the results. The results sheets are distributed along with the new target sheet for the upcoming week. This gives the teams an opportunity to see the results and coordinate their efforts accordingly.

The Directed Patrol assignments are normally about two weeks in duration. Complainants are forwarded a letter at the conclusion of the Directed Patrol assignment advising them of the results. A "hot spot" is established and distributed in a like fashion to maintain an effort of attention and enforcement to previously identified locations.

The program has been very successful in reducing traffic violations and nuisance complaints. Call 240-314-8910 for information.

### **Speed Indicator**

The Rockville City Police Department has initiated a speed indicator program in which a large radar operated display board on a trailer is placed in strategic locations throughout the City. The large display gives motorists the opportunity to personally see their speed displayed. This unit is primarily used as a deterrent and has proven to be beneficial to the department as a public relations tool. This, in effect, gives citizens a visual warning of their speed. The speed indicator trailer is placed in targeted locations throughout the city, primarily in neighborhoods or communities where there have been complaints of speeding vehicles.

### **Chief's Challenge Program "Click-It or Ticket Program"**

This campaign is a seatbelt safety program. The Click-It or Ticket program is an annual program, designed as an intensive, highly publicized law enforcement campaign to educate the public about the lifesaving and injury-reducing benefits of safety belt and child safety seat use. As part of the Click-It or Ticket seat belt safety program, there is a multi-jurisdiction spot check point at night. The Mayor and Council issue a proclamation and encourage the community to join law enforcement in their efforts to increase the correct use of safety seats by focusing attention on the lifesaving benefits of these systems.

The Maryland Chief's Challenge seatbelt safety program is an annual program and has been operating for over ten years. The Rockville City Police Department has received awards for the last three years; this gives the department a total of five Governor's awards.

## **Safe Routes to School Program**

The purpose of the Rockville Safe Routes to School program is to improve the safety of children walking and bicycling to school in the Montgomery County, Rockville area school district.

The grant covers the time frame of May 7, 2007 until September 20, 2008. The program allows overtime for two officers per day, one a.m. (0700-1000) and one p.m. (1400-1700). These officers are required to decrease the number of speeders in a school zone. Each officer will enforce speeding and crosswalk violations within a two-mile radius of a designated school zone.

This program educates children/young adults attending the summer playground program by having educational talks and handing out educational pamphlets. The officers conduct pedestrian stings, which increases enforcement of vehicles not yielding to pedestrians in crosswalks, during the school months and hand out educational materials while making public contact within the school areas and town center.

For the last three quarters, the officers working the safe route to school grant are responsible for the following enforcement efforts: 416 citations, 721 warnings, 187 parking tickets, and 54 equipment repair orders.

## **Stop Means Stop Initiative**

In Spring of 2008, the Rockville Police Department began placing officers at intersections where citizen complaints were voiced about violators not stopping for "stop" signs, and where officers perceived a problem. Officers assigned to this detail will work an intersection on foot, and when a violation is observed, the officer would flag the vehicle to the side and briefly speak with the violator. Instead of spending several minutes issuing a citation, the officer provides the driver with a blue 4" x 5" card that explains Maryland's traffic law and the definition of "stop".

**This program has been highly successful for several reasons. The violator is grateful that they are not receiving a \$90.00 fine. Secondly, the officers can educate a greater number of drivers in the same amount of time because they are not writing citations.**

## Beall Avenue Sidewalk

**Description:** This project involves the construction of a sidewalk on the north side of Beall Avenue, between North Van Buren Street and Owens Court. Sidewalk construction will happen in three phases: 1) North Van Buren to Luckett Street; 2) Lynch Street to Mannakee Street; 3) Mannakee Street to Owens Court.

**Mayor & Council Goal** - Distinct Neighborhoods - One City

**Date Created:** 1/8/2007

**Project Status:** Open

**Is this a CIP Project:** Yes

**Is this project included in the Quarterly Mayor and Council Review Meetings?** Yes

|                     | Project Team  | Department   |
|---------------------|---|--|
| <b>Manager</b>      | Carrie Sanders  | Public Works   |
| <b>Team Members</b> | Dan Stevens<br>Jenny Kimball<br>John Hollida<br>Mark Wessel<br>Marylou Berg<br>Mike Wilhelm<br>Rob Orndorff<br>Wayne Noll | City Manager<br>Public Works<br>Recreation and Parks |

Is there a budget for this project that is separate from standard operating costs? **Yes**

| Funding          | FY07      | FY08      | FY | FY | FY | Total       |
|------------------|-----------|-----------|----|----|----|-------------|
| Planned          | \$711,000 | \$389,531 | 0  | 0  | 0  | \$1,100,531 |
| Revised          | 0         | 0         | 0  | 0  | 0  | 0           |
| Expended to Date | 0         | \$194,677 | 0  | 0  | 0  | \$194,677   |

### LEGEND:

★ - Public Involvement

†† - Mayor and Council Action

|    | ★ | †† | Tasks and Milestones                               | START    |         |          | END      |          |          |
|----|---|----|--|----------|---------|----------|----------|----------|----------|
|    |   |    |  | Planned  | Revised | Actual   | Planned  | Revised  | Actual   |
| 1  | Y | -  | Public outreach/neighborhood petition              | 02/01/06 | -       | 02/01/06 | 04/01/06 | -        | 04/01/06 |
| 2  | Y | Y  | Request FY2007 funding for design and survey       | 05/01/06 | -       | 05/01/06 | 07/01/06 | -        | 07/01/06 |
| 3  | - | -  | Apply for SAFETEA-LU funding to construct sidewalk | 08/01/06 | -       | 08/01/06 | 11/15/06 | -        | 10/31/06 |
| 4  | Y | -  | Conduct engineering survey for all phases          | 01/08/07 | -       | 01/08/07 | 03/01/07 | -        | 03/01/07 |
| 5  | Y | -  | "Walk the Block" meeting for Phase I               | 03/01/07 | -       | 03/01/07 | 02/01/08 | -        | 03/29/07 |
| 6  | Y | -  | Detailed design Phase I                            | 06/01/07 | -       | 04/09/07 | 09/01/07 | -        | 08/01/07 |
| 7  | Y | -  | "Walk the Block" meeting Phase III                 | 06/01/07 | -       | 06/01/07 | 08/01/07 | -        | 06/28/07 |
| 8  | Y | -  | "Walk the Block" meeting Phase II                  | 08/01/07 | -       | 08/01/07 | 10/01/07 | 01/28/08 | 01/28/08 |
| 9  | - | -  | Construction Phase I                               | 09/01/07 | -       | 09/01/07 | 11/01/07 | 11/30/07 | 11/28/07 |
| 10 | Y | -  | Detailed design Phase II                           | 11/01/07 | -       | 10/01/07 | 03/01/08 | 09/01/08 | -        |

|    |   |   |                           |          |   |          |          |          |          |
|----|---|---|---------------------------|----------|---|----------|----------|----------|----------|
| 11 | Y | - | Detailed design Phase III | 03/01/08 | - | 04/07/08 | 07/01/08 | -        | 06/06/08 |
| 12 | - | - | Construction Phase III    | 07/01/08 | - | 06/12/08 | 09/01/08 | 07/30/08 | 07/01/08 |
| 13 | - | - | Construction Phase II     | 10/01/08 | - | -        | 12/01/08 | -        | -        |

**LEGEND:**

- \* - Public Involvement
- # - Mayor and Council Action

**Notes**

## Pedestrian Safety Grant

**Description:** This project involves applying for Maryland State Highway Administration (MDSHA) demonstration funds amounting to \$149,025 for pedestrian improvements in Rockville. The funds are targeted for pedestrian countdown signals at all City-owned signalized intersections. The funds will reimburse the City for dollars spent on the countdown signals.

**Mayor & Council Goal** - Distinct Neighborhoods - One City

**Date Created:** 7/2/2006

**Project Status:** Open

**Is this a CIP Project:** No

**Is this project included in the Quarterly Mayor and Council Review Meetings?** Yes

|                     | Project Team   | Department   |
|---------------------|----------------|--------------|
| <b>Manager</b>      | Carrie Sanders | Public Works |
| <b>Team Members</b> |                |              |

Is there a budget for this project that is separate from standard operating costs? **Yes**

| Funding          | FY05      | FY | FY | FY | FY | Total     |
|------------------|-----------|----|----|----|----|-----------|
| Planned          | \$149,025 |    |    |    |    | \$149,025 |
| Revised          |           |    |    |    |    | 0         |
| Expended to Date |           |    |    |    |    | 0         |

### LEGEND:

★ - Public Involvement

††† - Mayor and Council Action

|   | ★ | ††† | Tasks and Milestones  | START    |          |          | END      |          |          |
|---|---|-----|---|----------|----------|----------|----------|----------|----------|
|   |   |     |   | Planned  | Revised  | Actual   | Planned  | Revised  | Actual   |
| 1 | - | -   | Based on SHA comments on the City's first conceptual design application, revise conceptual design application.                            | 08/01/06 | -        | 08/01/06 | 10/01/06 | -        | 09/08/06 |
| 2 | - | -   | SHA kick-off meeting where approximate application timeline is received.  | 10/01/06 | -        | 09/22/06 | 10/01/06 | -        | 09/22/06 |
| 3 | - | -   | Complete and submit Project Information Sheet to MDSHA.   | 09/25/06 | -        | 09/25/06 | 10/31/06 | -        | 10/31/06 |
| 4 | Y | -   | MOU process between City of Rockville and SHA. Preliminary design. Environmental documentation submittal and federal/state review.        | 11/01/06 | -        | 11/01/06 | 05/01/07 | 09/01/07 | 09/01/07 |
| 5 | - | -   | Approval from SHA and the Federal Highway Administration on application.  | 11/01/06 | -        | 11/01/06 | 05/01/07 | 09/01/07 | 09/01/07 |
| 6 | - | -   | Survey and engineering. Final SHA design review (95% plans, specifications, and estimates) and final review meeting. Public notification. | 05/01/07 | 09/01/07 | 08/01/07 | 07/01/07 | 08/01/08 | -        |
| 7 | - | -   | Submit 100% plans, specifications, and estimates to SHA and request to advertise for construction.  | 09/01/07 | 11/01/07 | 11/01/07 | 11/01/07 | 08/01/08 | -        |
| 8 | - | -   | Advertise for construction.   | 11/01/07 | 08/01/08 | -        | 12/01/07 | 09/01/08 | -        |

|           |   |   |  |          |          |   |          |          |   |
|-----------|---|---|--|----------|----------|---|----------|----------|---|
| <b>9</b>  | - | - | Bid opening.                             | 01/01/08 | 09/01/08 | - | 03/01/08 | 10/01/08 | - |
| <b>10</b> | - | - | Concurrence in award package submission. | 03/01/08 | 10/01/08 | - | 04/01/08 | 11/01/08 | - |
| <b>11</b> | - | - | Notice to proceed for construction.      | 04/01/08 | 11/01/08 | - | 06/01/08 | 11/15/08 | - |
| <b>12</b> | - | - | Construction                             | 07/01/08 | 11/15/08 | - | 09/01/08 | 01/30/09 | - |

**LEGEND:**

★ - Public Involvement

☒ - Mayor and Council Action

**Notes**





# Rockville Intermodal Access: Baltimore Road & Roadside Improvements

## Description:

This 2-1/3 mile long project will improve accessibility and connectivity of the intermodal system by connecting the Baltimore Road corridor to Town Center. Multimodal upgrades are planned on Baltimore Road to allow people to drive, walk, bike, or take transit between several existing and planned landmarks, transportation facilities, community facilities, religious centers, shopping centers, and residential areas.

The design includes improving roadway sections and pedestrian and bike facilities along the roadside. On Baltimore Road between MD28 and City Limit, the design shall include roadway pavement upgrade to standards, improve roadway vertical profile to enhance storm water run-off, install curb and gutter, provide storm drainage pipe system where needed, extend shared use path for pedestrians and bikes, add/replace street trees/lights, ensure pedestrian accessibility to bus stops, widen existing pedestrian/bike bridge superstructure, and provide storm water management systems.

The existing shared-use bike path along Baltimore Road will extend from the City Limit to First Street and continue to Town Center via the Millennium Trail on MD 28 and the bike route on Grandin Avenue to Park Road and Town Center. The pedestrian improvements between MD28 and Town Center along Baltimore Road, S. Stonestreet Avenue, and Park Road will be within the existing right-of-way (clear sidewalk path, ramps, crosswalks, and crossing signals).

The project construction is planned in phases. Phase I includes improving pedestrian and bike connectivity and accessibility between Town Center and the intersection of MD28 and Baltimore Road (the bike improvements are along Park Road, Grandin Avenue and Millennium Trail on MD28). Also Phase I includes corridor improvements on Baltimore Road between MD 28 and Gladstone Road. Phase II includes road improvements of 4,600 feet on Baltimore Road between Gladstone Road and the Rockville City limits.

**Mayor & Council Goal** - Distinct Neighborhoods - One City

**Date Created:** 10/11/2006

**Project Status:** Open

**Is this a CIP Project:** Yes

**Is this project included in the Quarterly Mayor and Council Review Meetings?** Yes

|                     | Project Team  | Department                   |
|---------------------|---|------------------------------|
| <b>Manager</b>      | Nazar Saleh   | Public Works                 |
| <b>Team Members</b> | Emad Elshafei<br>Mark Wessel<br>Marylou Berg<br>Nate Wall | City Manager<br>Public Works |

Is there a budget for this project that is separate from standard operating costs? **Yes**

| Funding          | FY07      | FY08        | FY09        | FY10 | FY11 | Total       |
|------------------|-----------|-------------|-------------|------|------|-------------|
| Planned          | \$500,000 | \$3,200,000 | \$1,900,000 |      | 0    | \$5,600,000 |
| Revised          | 0         | 0           | 0           | 0    | 0    | 0           |
| Expended to Date | 0         | 0           | 0           | 0    | 0    | 0           |

## LEGEND:

★ - Public Involvement

☞ - Mayor and Council Action

|   | ★ | ☞ | Tasks and Milestones  | START    |         |          | END      |         |          |
|---|---|---|---|----------|---------|----------|----------|---------|----------|
|   |   |   |   | Planned  | Revised | Actual   | Planned  | Revised | Actual   |
| 1 | - | - | Project initiation meeting with State Highway Administration (SHA)  | 09/22/06 | -       | 09/22/06 | 09/22/06 | -       | 09/22/06 |
| 2 | - | - | National Environmental Protection Act (NEPA) approval of Programmatic Categorical Exclusion (PCE) to proceed with Preliminary Engineering | -        | -       | 09/29/06 | -        | -       | 10/10/06 |

|    |   |   |   |          |          |          |          |          |          |
|----|---|---|---|----------|----------|----------|----------|----------|----------|
| 3  | - | - | Project Development Planning  | 09/22/06 | -        | 09/25/06 | 12/22/09 | -        | 01/24/07 |
| 4  | - | - | Define project scope of work and outreach process   | 10/09/06 | -        | 10/09/06 | 11/22/06 | 01/22/07 | 01/24/07 |
| 5  | - | Y | Ensure availability of design funds (matching funds by the City)  | 10/09/06 | -        | 12/01/06 | 05/14/07 | -        | 03/05/07 |
| 6  | - | Y | MOU between the SHA and City - Prepared by SHA and approved by City   | -        | -        | 10/30/06 | 12/22/06 | 07/13/07 | 07/19/07 |
| 7  | - | - | Begin early coordination/letters with environmental agencies  | 03/05/07 | -        | 03/05/07 | 03/19/07 | -        | 05/07/07 |
| 8  | - | - | Prepare draft RFP for Engineering Services and submit to SHA  | 01/02/07 | -        | 01/02/07 | 02/26/07 | 11/03/07 | 08/27/07 |
| 9  | Y | - | Public Outreach: informal meeting with Twinbrook Baptist Church -Institutional Facilities                                       | 06/20/07 | -        | 06/14/07 | 06/21/07 | -        | 06/15/07 |
| 10 | Y | - | Public Outreach: Non residential community kick-off Meeting (Project History & Status)  | 07/24/07 | -        | 08/03/07 | 08/17/07 | 02/28/08 | 02/28/08 |
| 11 | Y | - | Public Outreach: Publish in Rockville Reports project status and expected time frame of design and construction activities.     | 08/31/07 | -        | 07/09/07 | 09/28/07 | -        | 07/31/07 |
| 12 | - | - | Prepare Draft Public Notice for solicitation of expression of interest from A/E consultants for design services and send to SHA | -        | -        | 07/23/07 | 08/10/07 | -        | 08/27/07 |
| 13 | - | - | Finalize Public Notice  | 10/08/07 | 10/31/07 | 10/31/07 | 10/19/07 | 11/16/07 | 11/19/07 |
| 14 | - | - | Advertise Solicitation of Expression of Interest for A/E consultants  | 10/19/07 | 12/19/07 | 12/07/07 | 10/19/07 | 12/19/07 | 12/07/07 |
| 15 | - | - | Receive and perform preliminary screening of Consultants submittals   | 11/23/07 | 01/04/08 | 01/04/08 | 11/30/07 | 01/18/08 | 01/31/08 |
| 16 | - | - | Consultant Review Committee establishes rating factors and rate Expression of Interest Qualification Submittals.                | 12/03/07 | 01/11/08 | 01/18/08 | 12/07/07 | 01/25/08 | 02/15/08 |
| 17 | - | - | Develop a Reduced Candidate List; Request Technical Proposals; Pre-Proposal Meeting;  | 12/10/07 | 01/25/08 | 02/18/08 | 01/11/08 | 02/22/08 | 03/07/08 |
| 18 | - | - | Consultant Review Committee ranks technical proposals; Review Price Proposal of top ranked consultant                           | 01/14/08 | 06/30/08 | 06/30/08 | 01/28/08 | 07/11/08 | -        |
| 19 | - | - | Negotiate contract; Select consultant; and obtain SHA approval for issuance of  | 01/28/08 | 07/11/08 | -        | 02/18/08 | 08/01/08 | -        |

|    |   |   |  |          |          |   |          |          |   |
|----|---|---|--|----------|----------|---|----------|----------|---|
|    |   |   | Notice to Proceed to chosen consultant   |          |          |   |          |          |   |
| 20 | - | - | Preliminary Engineering and Surveying - 30% Design                                   | 05/14/07 | 08/25/08 | - | 09/10/07 | 12/15/08 | - |
| 21 | Y | - | Public Outreach: Update public on project status and solicit input on design to date | 01/11/08 | 09/15/08 | - | 02/11/08 | 10/20/08 | - |
| 22 | - | - | Final Design Complete  | 06/29/09 | -        | - | 06/29/09 | -        | - |
| 23 | - | - | Prepare for Advertizing project construction   | 07/01/09 | -        | - | 09/01/09 | -        | - |
| 24 | - | - | Selection of Contractor and Notice to Proceed  | 09/01/09 | -        | - | 11/02/09 | -        | - |
| 25 | - | - | Construction   | 11/30/09 | -        | - | 01/31/11 | -        | - |

**LEGEND:**

★ - Public Involvement

☞ - Mayor and Council Action

**Notes** This is a Federally funded project. There is \$4,000,000 Earmarked (legislation projects 2118 and 4313) and the City has to match at least \$1,000,000 towards the earmarked funds. City is estimated to receive ~80% of Earmarked Funds after Congressional reductions (Rescissions and Obligational Authority). Project Sponsor is City of Rockville.

## Photo Radar - Speed Cameras

**Description:** This project is to plan and implement new speed camera technology to increase safety by reducing speeding on residential streets. The Maryland General Assembly overrode the Governor's veto allowing Montgomery County and its municipalities to operate photo radar to detect speeding. Speed cameras may be deployed on residential streets with speeds of 35 mph or less or within school zones. Because of the way the law was passed, the City must enter into an MOU with Montgomery County to ensure that the revenue from tickets issued by Rockville police officers come to Rockville. The tickets have a fine value of no more than \$40. Any net revenue collected by local governments is required to be used to supplement related public safety purposes, including pedestrian safety efforts.

**Mayor & Council Goal** - Distinct Neighborhoods - One City

**Date Created:** 2/8/2006

**Project Status:** Open

**Is this a CIP Project:** No

**Is this project included in the Quarterly Mayor and Council Review Meetings?** Yes

|                     | Project Team   | Department                             |
|---------------------|--|--|
| <b>Manager</b>      | Terry Treschuk   | Police                                 |
| <b>Team Members</b> | Bob Rappoport<br>Catherine Tuck Parrish<br>Craig Simoneau<br>Emad Elshafei<br>Marylou Berg | City Manager<br>Police<br>Public Works |

Is there a budget for this project that is separate from standard operating costs? **Yes**

| Funding          | FY07      | FY | FY | FY | FY | Total     |
|------------------|-----------|----|----|----|----|-----------|
| Planned          | \$50,000  | 0  | 0  | 0  | 0  | \$50,000  |
| Revised          | \$640,000 | 0  | 0  | 0  | 0  | \$640,000 |
| Expended to Date | \$312,406 | 0  | 0  | 0  | 0  | \$312,406 |

### LEGEND:

\* - Public Involvement

## - Mayor and Council Action

|   | * | ## | Tasks and Milestones   | START    |         |          | END      |         |          |
|---|---|----|--|----------|---------|----------|----------|---------|----------|
|   |   |    |  | Planned  | Revised | Actual   | Planned  | Revised | Actual   |
| 1 | - | -  | Photo radar veto override  | 01/26/06 | -       | 01/26/06 | 01/26/06 | -       | 01/26/06 |
| 2 | - | -  | Demonstration and informational meeting with project team, vendor, and Montgomery County staff | 01/31/06 | -       | 01/31/06 | 01/31/06 | -       | 01/31/06 |
| 3 | - | -  | Draft MOU provided to County for review  | 01/31/06 | -       | 01/31/06 | 01/31/06 | -       | 01/31/06 |
| 4 | - | -  | Photo radar law takes effect   | 02/24/06 | -       | 02/24/06 | 02/24/06 | -       | 02/24/06 |
| 5 | - | -  | Montgomery County RFP drafted  | 02/01/06 | -       | 02/01/06 | 03/20/06 | -       | 03/31/06 |
| 6 | - | -  | Identify sites for stationary photo radar devices  | 02/01/06 | -       | 02/21/06 | 05/22/06 | -       | 05/01/06 |
| 7 | - | -  | Identify testing locations for warning-only implementation                                     | 03/01/06 | -       | 03/01/06 | 04/03/06 | -       | 05/01/06 |
| 8 | - | -  | Collect speed data at proposed stationary sites  | 03/08/06 | -       | 02/21/06 | 05/22/06 | -       | 05/01/06 |
| 9 | - | -  | County Executive and City  | 04/05/06 | -       | 04/05/06 | 04/12/06 | -       | 03/20/06 |

|    |   |   |   |          |          |          |          |          |          |
|----|---|---|---|----------|----------|----------|----------|----------|----------|
|    |   |   | Manager sign MOU  |          |          |          |          |          |          |
| 10 | - | - | Arrange processing with Montgomery County to get City ticket revenue                | 03/01/06 | -        | 03/01/06 | 06/14/06 | 04/11/07 | 05/02/07 |
| 11 | - | Y | Brief Mayor & Council and provide public information on speed camera implementation | 05/17/06 | -        | 05/17/06 | 07/19/06 | -        | 03/12/07 |
| 12 | - | - | Montgomery County award RFP to vendor   | 06/05/06 | -        | 06/05/06 | 07/31/06 | -        | 02/09/07 |
| 13 | - | - | Implement residential speed camera enforcement                                      | 07/10/06 | 05/02/07 | 05/02/07 | 08/01/08 | -        | -        |
| 14 | - | - | Implement school zone speed cameras   | 08/30/06 | 07/25/07 | 07/25/07 | 10/01/06 | 08/01/08 | -        |
| 15 | - | - | Evaluate reduced speeds at fixed sites  | 01/03/07 | -        | 01/03/07 | 01/31/07 | 02/15/08 | -        |

#### LEGEND:

- ★ - Public Involvement
- - Mayor and Council Action

#### Notes

The Photo Speed program began a warning period on 3/13/07. The warning period ended on 5/1/07.

Live citations began on 5/2/07. Court appearances have been minimal, with less than a dozen each month. Two fixed site locations up and running as of September 01, 2007: Wootton Parkway and Baltimore Road. Review and analysis of the first six months of the program are in process, with an expected first report due in Mid-February. We are still working closely with the State Highway Administration in our efforts to install the third fixed site cameras on West Montgomery Avenue. We are beginning a review of the next eight sites for possible mobile van placement. Operating expenditures ( personnel costs: \$74,485.00 Vendor disbursements: \$312,406.00)

#### 6/2/08 Program Update:

On April 12, 2008, our third fixed camera location went live in the 400/500 block of W. Montgomery Avenue. Over 1,200 warning citations were mailed during the first two weeks (3/28-4/11), and those numbers have stayed consistent so far.

May 2, 2008 marked the first complete year of the photo speed program issuing live citations. We are working with the vendor to compile statistics and data for an annual report. We have completed an in-house analysis of the two fixed pole cameras on Baltimore Road and Wootton Parkway. Our analysis indicates that the program has reduce the percentage of violators at each location, and the average speed of vehicles has also been reduced.

Our records indicate that we mailed out 69,703 violations during the first year. During the month of May 2008 we were averaging 1,600 violations per/week or approximately 6,400/moth.

We have identified eleven locations for possible expansion of the mobile speed van. We are working with Traffic and Transportation to get current stats and speed data. Once analyzed, we will convene the citizen review committee to evaluate, rate, and approve the locations. We are also exploring the options of expanding the number of our fixed pole cameras. As our program expands, we have been in discussion with our vendor on a fixed price contract.

## **FIXED POLE COMPARISION**

**August 2007 vs. April 2008**

| <b>2100 BALTIMORE RD</b> | <b>August 2007</b> | <b>April 2008</b> | <b>Difference</b> |
|--------------------------|--------------------|-------------------|-------------------|
| AVG VIOLATION<br>SPEED   | 38.41 mph          | 38.21 mph         | - 0.20 mph        |
| AVG SPEED                | 27.99 mph          | 23.64 mph         | -4.35 mph         |
| % of Violators – SB      | 11.71%             | 2.30%             | -9.41%            |
| % of Violators – NB      | 3.69%              | 0.64%             | -3.05%            |

| <b>2200 WOOTTON PWY</b> | <b>August 2007</b> | <b>April 2008</b> | <b>Difference</b> |
|-------------------------|--------------------|-------------------|-------------------|
| AVG VIOLATION<br>SPEED  | 38.66 mph          | 38.59 mph         | - 0.07 mph        |
| AVG SPEED               | 26.20 mph          | 22.83 mph         | -3.37 mph         |
| % of Violators – NB     | 4.34%              | 1.07%             | -3.27%            |
| % of Violators – SB     | 4.81%              | 1.00%             | -3.81%            |